



LEO BURNETT USA.

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June 17, 1996

David Rosenthal
Webcraft
Route 1 & Adams Station
North Brunswick, NJ 08902

Re: Production I
Pr

The following provides audience quantities
state names and seed cell information that

Audience Quantities

The total audience for this mailing is 129,1
follows:

2046166885

faults,
rogram.

is as

Cell #	Cell Definition	Mail Qty.
01	Parliament Competitive Responders 0-18 Months	32,693
02	Party Zone Responders 0-18 Months	1,082
03	Comp. Non-Responders Deciles 1-5	46,605
04	Party Zone Non-Responders Deciles 1-5	18,569
05	Comp. New to DB Deciles 1-5	5,611
06	Party Zone New to DB Deciles 1-5	13,222
07	Model Validation	10,965
90	Hauser Seeds	156
98	Coutesy Seeds	250
	Grand Total	129,153

Mail Tape Record Layout

The fields from which the laser vendor should pull each response vehicle's OCR code information are provided below. Attachment A provides a copy of the standard layout for mail tapes.

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